



Community Relations 2010 Proposed Budget

Presentation to The Woodlands Township
Third Budget Workshop

August 12, 2009



Purpose of Community Relations

- To promote The Woodlands Township by providing accurate, timely information and communication to all residents and businesses in The Woodlands.
 - Media and Public Relations
 - Advertising
 - *The Woodlands Community Magazine*
 - www.thewoodlandstownship-tx.gov



About Community Relations

- Four FTE Staff specializing in graphic design, writing, editing, communication and public relations, occasionally special events and photography.





- What does Community Relations do now, and what will we be doing next year?
- *Behind the scenes...*



Services

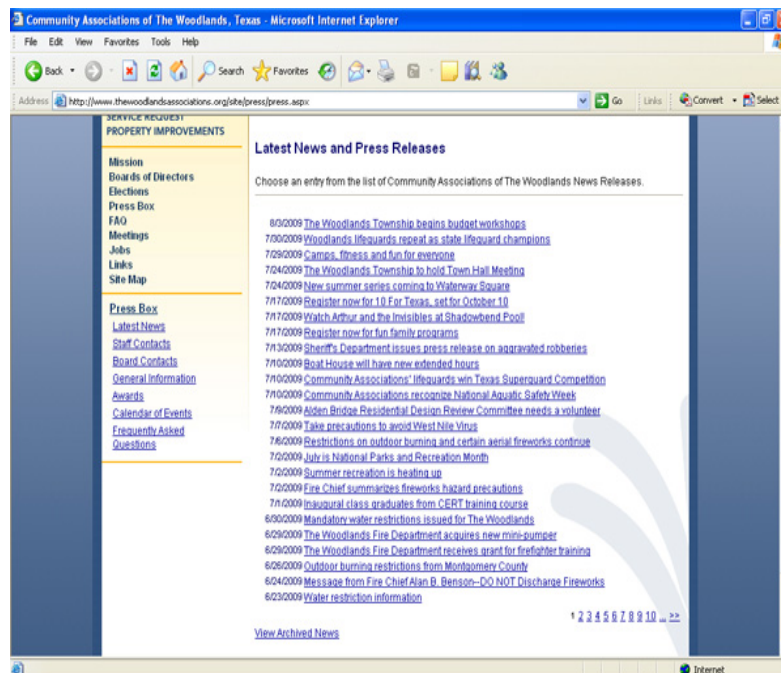
- Media relations (combined)
 - Responded to 166 requests in the first half of 2009
- Press Releases (combined)
 - Posted more than 150 press releases in first half of 2009
 - More than 520 items published in area newspapers

The Woodlands Villager

THE COURIER

OF MONTGOMERY COUNTY

HOUSTON CHRONICLE
e edition



Services



- Graphic Design
 - Provides print-ready artwork for brochures, T-shirts, logos, posters



Enticing Hummingbirds

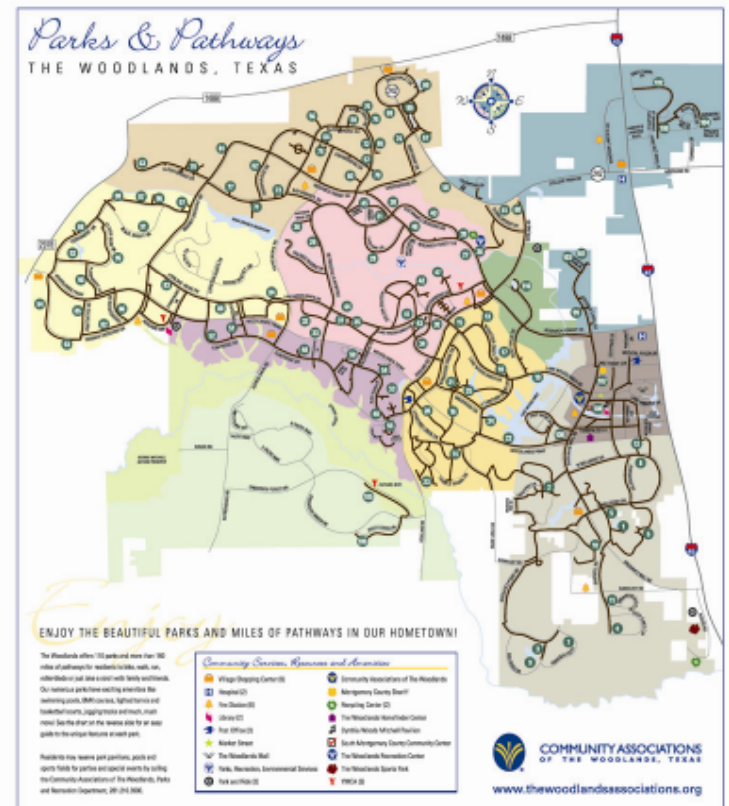


Woodlands Landscaping Solutions



- 111. Horseshoe Park
- 121. Haggard Park
- 131. Bandy Pond Park
- 141. South River Park
- 151. Texas Creek Park
- 161. Bob Whiting Park
- 171. White Creek Park
- 181. European Park
- 191. Greenway Park
- 201. Town Green Park

WOODLANDS
ALERT
INFORMATION YOU CAN USE



Waterway Square® Program Registration

Enroll now in fun and unique programs for children of all ages!



Visit www.thewoodlands.com



Give Neighborhood Crime and Drugs 3 Going Away Parties!



POLICE • COMMUNITY PARTNERSHIPS



VILLAGE SWIM PARTY

Saturday, September 19 • Noon to 6 p.m. • FREE
Lakeland Pool • Deer Branch Pool • Thayer's Landing Pool
Allen Bridge • Crabtree's Crossing • College Park
Bob Young Aquatic Center • Northwest Pool • Mustang Pool
Crestline Park • Canyon's Mill • Indian Springs
Hightower Pool • Panther Creek • Cranbrook Pool
Purcell Ridge

THE WOODLANDS COMMUNITY-WIDE CELEBRATION

Norshire Park
Saturday, October 3
1 to 5 p.m.

Join us for a day of food, fun and
police safety demonstrations.

NEIGHBORHOOD NATIONAL NIGHT OUT

Tuesday, October 6
5:30 to 8 p.m.



COMMUNITY ASSOCIATIONS
OF THE WOODLANDS, TEXAS
Neighborhood Services

For more information about National Night Out,
including how to host a party, please call 281.216.3888
or visit www.thewoodlandsassociations.org.



Parking available at:
Timberloch Place,
Lake Robbins Drive,
and Waterway Square.

Summer Nights, Waterway Lights



Waterway Square
Located on The Woodlands Waterway
Fridays and Saturdays, 6 to 8 p.m.
July 31 through September 19, 2009

A special summer treat awaits you at Waterway Square.
Take a stroll and enjoy a variety of entertainers including
face painters, jugglers, mimes and caricature artists.

Free and fun for all ages!

Please call 281.210.3950 for more information.



Emergency Training Center Vision Statement

The vision of The Woodlands Emergency Training Center is
to meet the preparedness and development needs of regional
entities in the area of emergency management and response.
The Woodlands Emergency Training Center seeks to provide
a comprehensive, multi-disciplined and coordinated approach
in order to provide superior service for all risk hazards.





The Woodlands Township is committed to supporting the highest quality of life for its residents, businesses and visitors.



Transition refers to the transition of services and operations of the Community Associations of The Woodlands to The Woodlands Township. These services and operations include:

The Woodlands Fire Department • Deed Restrictions
Public Safety • Parks and Recreation
Service Requests • Environmental Services
WoodlandsAlert • Neighborhood Services
Economic Development • Community Relations
The Woodlands Convention and Visitors Bureau

Do you have a transition question?

Please visit www.thewoodlandstowship-tx.gov and click Ask the township on the main page. Questions may also be sent to The Woodlands Township, 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Texas 77380.

Located 30 miles north of downtown Houston, Texas, The Woodlands Township is the local government for one of the country's leading master planned communities. The 20,000-acre residential and commercial development is home to 90,000 residents, more than 2,000 businesses, 160 miles of hike and bike paths, 111 parks, and millions of square feet of shopping, dining, entertainment venues and commercial office space.

Board of Directors



Nelda Blair
Chairman



Lloyd Matthews
Vice Chairman



Bruce Tough
Vice Chairman



Alex Sutton
Secretary



Vicki Richmond
Assistant Secretary



Tom Campbell
Director



Kembra DeGroot
Director



Peggy Hausman
Director



Claude Hunter
Director



Bob Kinnear
Director



Ron Ed Robb
Director



www.thewoodlandstowship-tx.gov

10001 Woodloch Forest Drive, Suite 600
The Woodlands, Texas 77380 • 281.363.2447

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Understanding The Woodlands Transition in Governance



On January 1, 2010, services and operations of the Community Associations of The Woodlands will transition to The Woodlands Township.



Signers to the Transition Agreement were (l to r): The Woodlands Community Association President, Jeff Long; The Woodlands Association President and The Woodlands Commercial Owners Association President, Joel Derethin; The Woodlands Township Chairman, Nelda Blair; The Woodlands Community Service Corporation Chair and The Woodlands Fire Department President, Bruce Tough.

The Transition Agreement ultimately provides a seamless consolidation of the governmental services provided to residents of The Woodlands into a single, community-wide, governmental organization.

In the fall of 2007, the Woodlands voters overwhelmingly voted in favor of expanding the County Improvement District (CID) to cover all of The Woodlands, to change the makeup of its Board of Directors to a fully elected board and to authorize the governmental entity to collect an ad valorem property tax.

The CID changed its name to the Woodlands Township and the Community Associations entered into an agreement that would transfer services and operations to the Township.

- Residents will experience benefits from the transition, including:
 - Continuation of quality services and amenities.
 - Consolidated operations and one place to call for services.
 - One local board of directors, fully elected by mid-2010.
 - Home services funded through sales taxes.
 - Seamless property tax.
 - Ability for The Woodlands to determine its future governance options.

The Community Associations of The Woodlands, Texas, will cease billing for the annual assessment fees due on January 1, 2010, and delinquent on March 1 of each year.

The services provided to the community will be funded through a new The Woodlands Township Property Tax which will be included on the county tax statement residents receive from JR, Moore, Jr., Montgomery County Tax Assessor-Collector.

JR, Moore will send out the 2009 Montgomery County tax bills in October 2009. Starting this year, the 2009 Montgomery County tax bill will include the new Township ad valorem property tax that will be used to fund 2010 community services in The Woodlands Township.



Timeline

- 1999** Houston and The Woodlands MUDs sign a Memorandum of Understanding which prevents the City of Houston from annexing The Woodlands and prevents The Woodlands from incorporating as a city for at least 12 years.
- 2000** Community Associations of The Woodlands begin to draft a plan to educate community leaders and residents about existing governance as well as options for future community governance.
- 2002-06** Joint Ad-Hoc Governance Process Committee and later The Woodlands Governance Steering Committee study and evaluate governance options with resident feedback.
- December 7, 2006** City of Houston and The Woodlands announce historic agreement allowing The Woodlands to determine their future as they contribute toward important regional projects.
- Spring 2007** Legislation provides the authority to enter into the Regional Participation Agreements (SR 1012) with the City of Houston and the City of Conroe and to establish, with voter approval, a new governance body for The Woodlands (H.B. 4109).
- Fall 2007** Community Associations initiate The Woodlands Decides Committee to provide educational information to residents on the upcoming election.
- November 2007 Election** Three propositions pass, authorizing the expansion of the former "Town Center Improvement District" (TCID) to cover The Woodlands (86 percent in favor), the reorganization of TCID's Board of Directors to a seven-member resident-elected board (86 percent in favor) and to allow the entity to assess an ad valorem property tax (78 percent in favor). TCID changes its name to The Woodlands Township.
- January/February 2008** Community Associations and The Woodlands Township unanimously approve the Transition Agreement that outlines the transition of service delivery from the Associations to the Township.
- May 10, 2008** The Woodlands voters elect first five at-large representatives to The Woodlands Township. Six members of the existing Township board continue in office until May 2010.
- 2008 - 2009** Associations and Township continue to carry out customary roles and responsibilities.
- Mid 2009** Township considers budget and capital plan and creates Vision 2034 for consolidated Township operations.
- September 2009** Township Board adopts budget and sets property tax levy for The Woodlands. This replaces the Community Associations' assessments.
- January 1, 2010** Township assumes full responsibility for Association services.
- May 2010 Election** Township board transitions to fully resident-elected board with seven members.
- May 2014** The Woodlands voters may decide if they want to change the governance structure, including consideration of incorporation.

Services

- Advertising
 - Designed 25 ads in first half of 2009
 - published 43 ads in area newspapers or magazines



IN THE WOODLANDS TOWN CENTER



Take a
Kayak point of view!

Single and tandem kayaks: \$15 first hour
\$5 per additional hour/\$35 full day

Kayaks, paddles and lifejackets provided by **ORVIS**

For a coupon and Boat House hours, visit
www.thewoodlandsassociations.org

2101 Riva Row
on The Woodlands
Waterway®
281.210.3965
boathouse@catw-tx.org



**COMMUNITY ASSOCIATIONS
OF THE WOODLANDS, TEXAS**

Celebrate
Earth Day
in The Woodlands!

FREE family fun!
Saturday, April 18
10 A.M. to 3 P.M.

The Woodlands High School
6101 Research Forest Drive

Visit www.thewoodlands.org

Community Ass
The Wood
Conroe Independ

Waste Management • The Wood
The Woodlands joins Power

www.thewoodlandsassociations.org 281.210.3965

10 FOR TEXAS

Saturday, October 10, 2009
at Miller Jones in The Woodlands

A Texas-sized party

10 FOR TEXAS

ONE 4 TEXAS
KID-FRIENDLY

**Hot jobs,
cool benefits!**

Plan now to work for the Parks and Recreation Department
next summer! Be a Lifeguard, Swim Coach, Learn to Swim
Coordinator, Water Safety Instructor or Camp Counselor.
Summer intern positions are also available for students working
on a degree in Recreation, Parks, Tourism or a related field.

Apply now at
www.thewoodlandsassociations.org
or call 281.210.3922.

**COMMUNITY ASSOCIATIONS
OF THE WOODLANDS, TEXAS**
Parks and Recreation

- Coordinates four regular reports, GM Update; Monthly Report; Police Report and Transition Times; and the Action Guide



**THE
WOODLANDS
COMMUNITY
POLICING
REPORT**

JUNE 2009



COMMUNITY ASSOCIATIONS
OF THE WOODLANDS, TEXAS



Community Associations of The Woodlands
2201 Lake Woodlands Drive, The Woodlands, Texas, 77381 • 281.210.3800



action guide
summer 2009



COMMUNITY ASSOCIATIONS
OF THE WOODLANDS, TEXAS
Parks and Recreation



Transition Times

May 2008, Vol. 34, No. 5

Thanks to the 18 employees who participated in the *Business* section during the second week of a month-long campaign, this initiative will become a reality.

[illegible]

Q & A

Will there be pay cuts?

[illegible]

It is the effect of the transition on The Woodlands Fire Department

On January 1, 2010, the Woodlands Community Services Corporation ("WCC") began its efforts to implement the Woodlands Community Services Corporation's new governance structure. As part of this process, WCC has implemented a new governance structure that includes a new Board of Directors and a new Board of Advisors. The new Board of Directors is composed of representatives from the community, business, and government. The new Board of Advisors is composed of representatives from the community, business, and government. The new governance structure is designed to improve the effectiveness of WCC's operations and to ensure that WCC is able to meet the needs of the community.

Services

- Sponsor Packets
 - 10 for Texas, CB&I Triathlon, The Haunting, Concert in the Park, Daddy-Daughter Dinner Dance, Spring Fever, Muddy Trails, Arts in the Park, Mother-Son Luau, Community Involvement Day



Services

- E-Newsletters

- **E-update**: as of June 2009, has 1,788 subscribers
- **Coordinator Connection**: formerly known as The Woodlands Watchword, will become electronic in 2009



Community Associations of The Woodlands

The Woodlands Watchword

FALL 2009
Volume 24, Issue 3

National Night Out - October 6, 2009

It's almost time for The Woodlands' biggest party, National Night Out (NNO). This year's celebration includes exciting new events, but it also heralds the return of an emphasis on individual neighborhood parties.

"This year, we're going back to a true grassroots observation of NNO," notes John Raybon, Neighborhood Services Manager. "Watch coordinators told us how much neighborhood NNO parties meant to residents, but they also didn't want to miss the largest celebrations in the parks. We listened, and as a result, we've come up with a schedule that will allow everyone to enjoy all aspects of NNO."

The official National Night Out due for Texas is Tuesday, October 6. But to ensure that everyone has an opportunity to party, The Woodlands is observing National Night Out on three separate dates. In addition, Community Associations of The Woodlands, Neighborhood Services Department, will host its annual Supply and Registration Day for Watch coordinators.

Saturday, September 19, is the National Night Out Village Swim Party. A pool in each village will be open from noon to 6 p.m., with official National Night Out activities taking place between 1 and 5 p.m. Watch coordinators are encouraged to attend the festivities at their village pool. Not only will you and your families be able to have a lot of refreshing fun, but this is a great time for you to sign up to host a neighborhood party.

Tuesday, September 22, is Supply and Registration Day for Watch coordinators. Come by the Community Associations Building at 2201 Lake Woodlands Drive to pick up materials for your neighborhood event, including National Night Out T-shirts for Watch coordinators, balloons and party favors.

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The Woodlands Township Board Member Peggy Stearns enjoys National Night Out with Park Rangers in 2008.

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Coordinator Connection

a newsletter for woodlands watch coordinators



Services

- Printing
 - Coordinates printing with vendor
 - Letterhead, envelopes, business cards, note cards
 - Brochures and other printed pieces
- Promotions
 - Creates artwork and coordinates production with vendor



283 communications projects, January – June 2009

Services

- Holiday Lighting & Decorating Contest
 - Provides instructions, publicity, fliers, signs, plaques, to village associations to carry out judging and awarding of prizes

The Woodlands 2008



Holiday Lighting & Decorating Contest

- Services Inbox (43 resident inquiries last month)
- Holiday banners (previously)



Services

- Resident Survey
 - Coordinate resident telephone survey with vendor
 - Last survey: fourth quarter 2008; sampled 1,022 residents





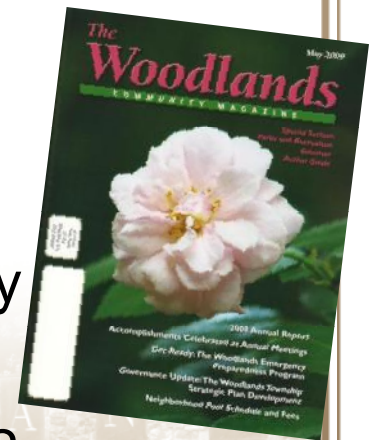
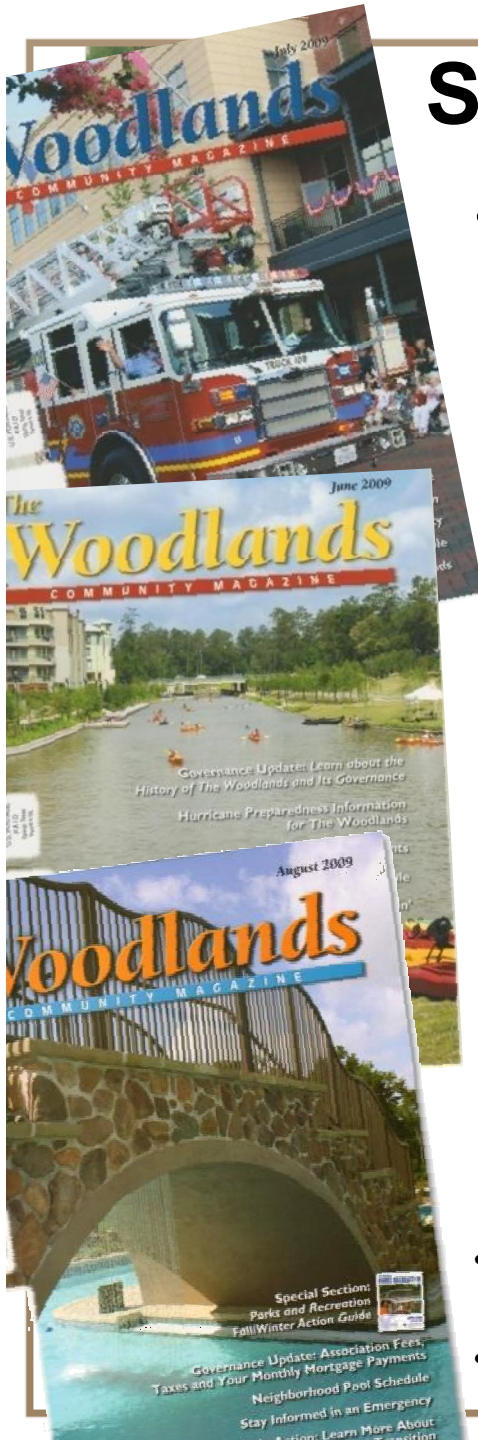
- Not so behind the scenes
- *Front and center...*



Services

- *The Woodlands Community Magazine*

- Partnership with Champions Printing and Publishing
- Grown from 18,000 in 1997 to 35,000 + circulation
- Direct-mailed monthly
- No cost
- Value upwards of \$500,000 annually
- 95 percent readership
- Of those who read the magazine, 92 percent read some, most or all of it.



- **Bronze Quill Award of Merit**, from the International Association of Business Communicators (IABC), Houston Chapter.
- **Communicator Award of Distinction in Print Media**





Next year...

- Magazine becomes the official publication of The Woodlands Township
- Features news and info from The Woodlands Township
- January 2010 issue is planned to be a complete service overview of the Township



Services

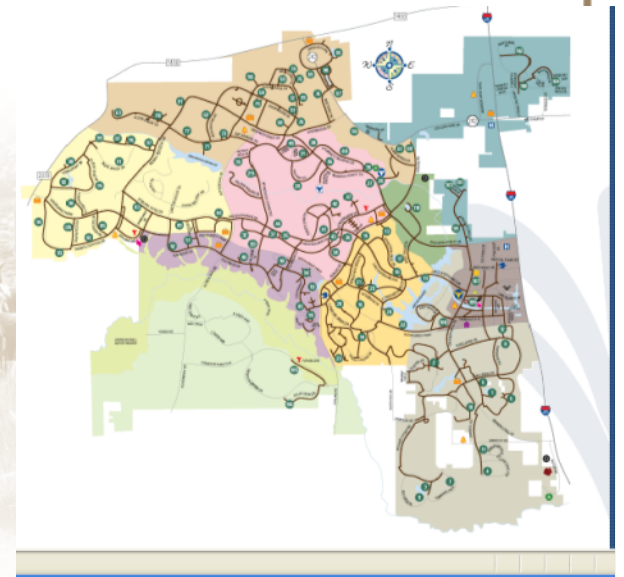
www.thewoodlandsassociations.org

- Launched in 2000, 3 redesigns
- Nearly 4,000 pages of information
- 2009 (half-year) visitors = 251,430
- 2009 unique visitors = 100,596
- 2009 hits = 10,869,684
- **January to June 2009 updates = 2,326**
 - Calendar updates – 346
 - Press releases – 96
 - Agendas, minutes, jobs – 381
 - Additional web page updates – 1,503



Next year

- Plans are underway to enhance the Township's Web site to include the newly transitioned services with improved navigation and graphics for ease of resident use.
- 2009 unique visitors = 28,584
- 2009 hits = 1,684,889



2010 Goals (partial list)

- Promote the work of The Woodlands Township through media relations, press releases and announcements in conjunction with public Board meetings and activities.
- Develop a public understanding of The Woodlands and The Woodlands Township, and continue to educate the general public and business community on the entire scope of The Woodlands Township, including services and elections.



2010 Goals (partial list)

- Work in conjunction with other economic development initiatives including The Woodlands Convention & Visitors Bureau to provide support in promoting The Woodlands as a destination.
- Continue to build upon current relationships and build new relationships with media representatives and outlets to improve and expand media coverage of The Woodlands Township, including emergency communication.





The Woodlands Township Mission:

In summary, where does Community Relations fit?

- Focus Area: Communications
- ***Communicating with our constituents and partners***
 - 2.1 Ensure effective communications with the community and partners
 - 2.2 Provide an inclusive atmosphere to enhance transparency and trust



*We look forward to promoting
The Woodlands Township!*

